

Seattle Planning Commission

January 25, 2024

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Guiding Framework

Our guiding principle: An inclusive economy is a competitive, prosperous economy

Our goals: To define the future of the Seattle economy and chart a path to get there including:

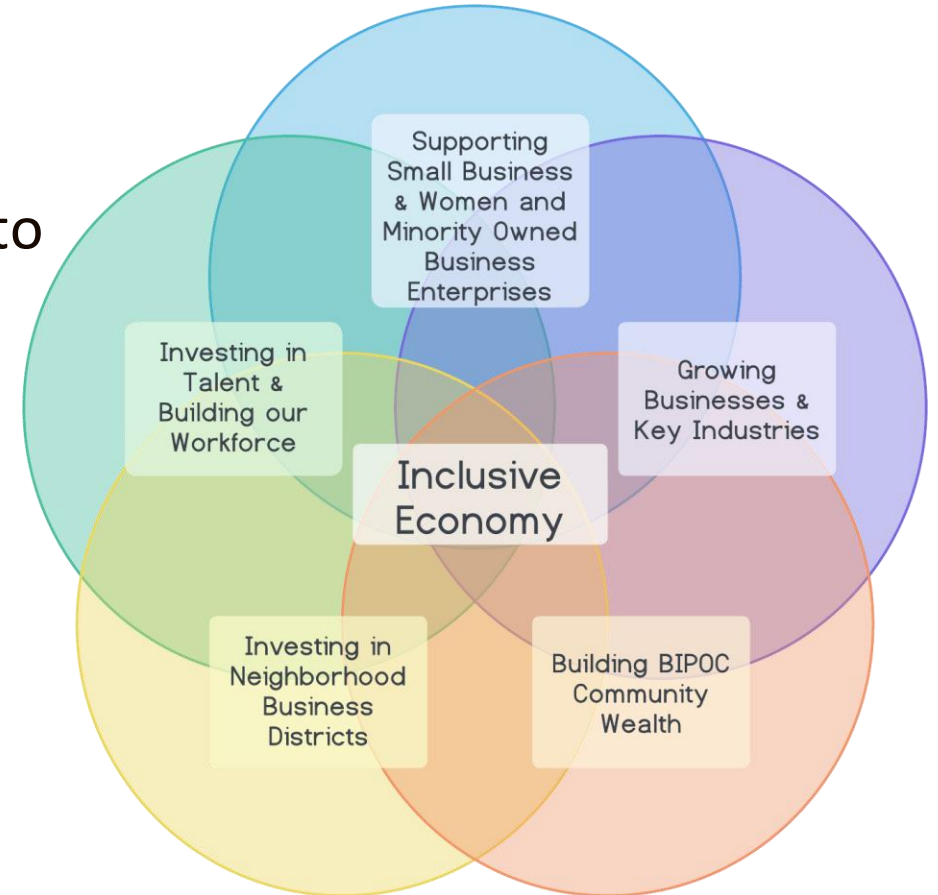
- shared priorities
- investments required
- the role of OED and the City relative to key partners

Our purpose: To create a *community-informed* investment agenda for OED and the City of Seattle to promote inclusive economic growth



Future of Seattle Economy

- **Community informed agenda** for City of Seattle to promote inclusive economic growth.
- **5 Investment Pillars** will guide OED's spend plan for PET funding for economic revitalization.
 - Investing in Talent & Building our Workforce
 - Supporting Small Businesses & WMBEs
 - Building BIPOC Community Wealth
 - Investing in Neighborhood Business Districts
 - Growing Businesses & Key Industries
- **Council Resolution** approved [August 1](#)



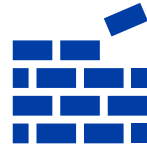
<https://bottomline.seattle.gov/2023/08/01/shaping-the-future-of-seattle-economy-investing-in-our-citys-future/>

The Role of OED



Respond and Implement

Be highly responsive to businesses that need help navigating city resources and requirements, and in some cases deliver services directly to businesses



Organize and Build

Invest more in knitting together systems that can provide coordinated, comprehensive supports to both businesses and workers



Envision and Transform

Articulate a clear and compelling vision for the transformation of Seattle's economy, and periodically lead transformative cross-sector "moonshots" that require the City's unique capabilities and influence



Support

Actively support the leadership of other departments or external partners to advance community-informed economic development priorities



Seattle's Downtown Activation Plan is organized around seven bold goals to implement now while also laying the foundation for a new future for Downtown Seattle.

This plan recognizes that success depends on **first addressing public safety.**



Make Downtown **safe** and welcoming



Transform Downtown into a lively **neighborhood** where more people can afford to live



Create a unique Downtown **retail** experience



Make Downtown a place where people want to **work** and that reflects the future of our economy



Celebrate Downtown Seattle's **arts, culture, sports, and entertainment**



Make Downtown **a top destination** for Seattleites and visitors year-round



Create a healthy, resilient, and **green** Downtown

2023 DAP Legislative Accomplishments

- Rezoned parts of Downtown
- Simplified permitting to encourage residential development
- Temporarily waived permit fees for food trucks and smaller special events
- Allowed for expanded uses at street-level, including hotels in Belltown
- Activated cultural spaces with a focus on youth
- Expanded partnerships for parks activations
- Increased resources for travel and tourism promotion
- Added time and flexibility for master use permits to keep housing and other projects on track



Other Initiative Highlights

- Dual-dispatch/CARE team launched this fall
- One time-investment of \$1.5M in the Metropolitan Improvement District for cleaning
- Continued progress on the Downtown Subarea Plan
- Nine Seattle Restored participants have gained stability through long term leases
- In December, office worker foot traffic was up 20% compared to 2022; the eighth consecutive month that foot traffic has been over 50% of pre-pandemic levels
- Reopening of City Hall Park



2024 Priorities for OED

- More innovative commercial affordability and access to capital strategies.
- Implementing a workforce strategic plan and green jobs plan for the City.
- Continuing to revitalize Downtown through the Downtown Activation Plan (DAP) initiatives and setting up the next phase of DAP.
- Growing the number of Business Improvement Areas across the city.
- Robust small business support ecosystem and city navigation.
- Figure out the future of special events at the City.



Strategies for Building Community Wealth

Working to close racial wealth gaps and interrupt displacement

**Commercial
Affordability
& Ownership**

**Access to
Affordable
Capital**

**Culturally
Responsive
Business
Assistance**

**Community
Engagement &
Neighborhood
Partnerships**



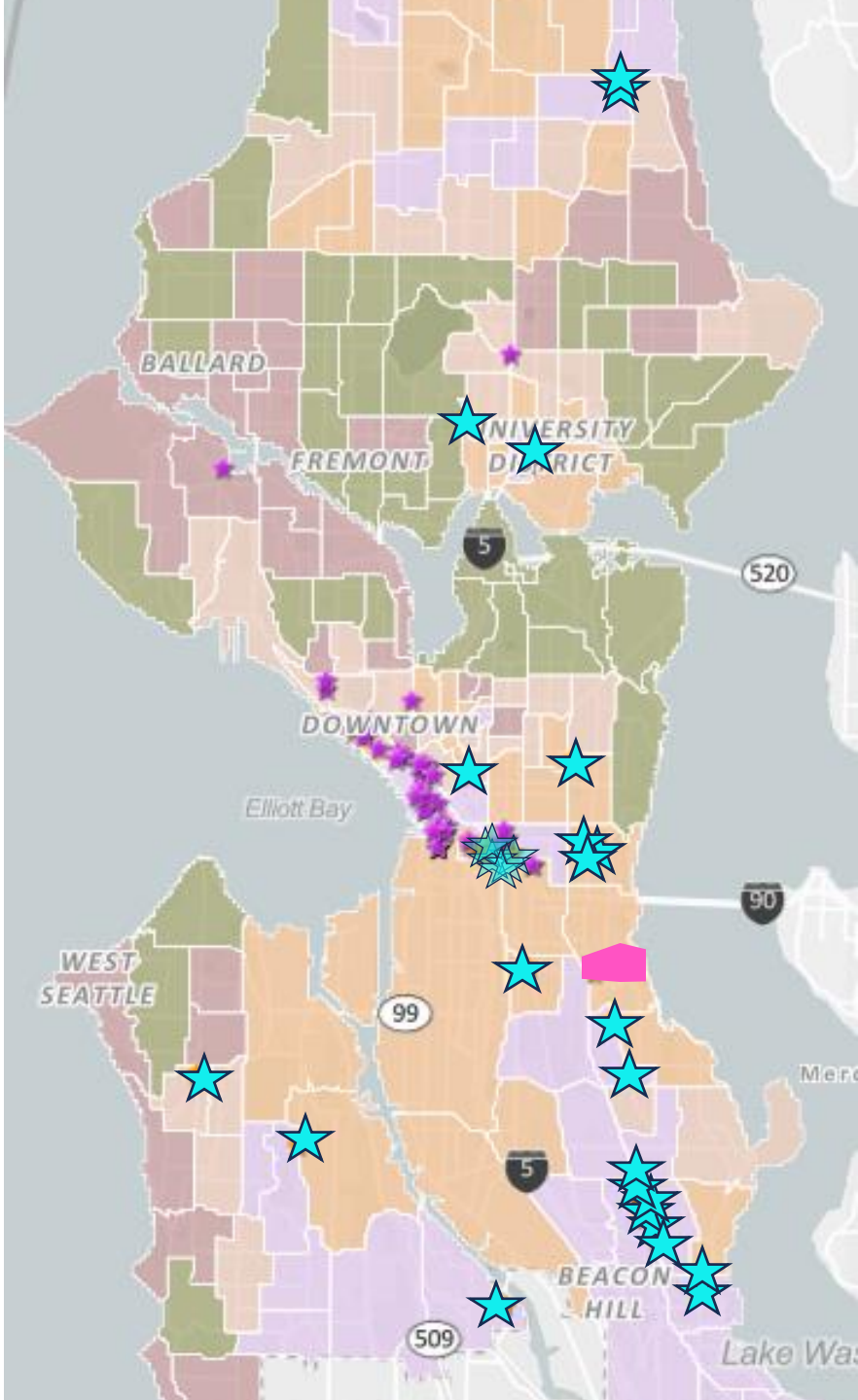
Responding to Community



Commercial Affordability



TENANT IMPROVEMENT FUND



Racial and Social Equity Composite Index Current

- Lowest
- Second Lowest
- Middle
- Second Highest Equity Priority
- Highest Equity Priority

- ★ Seattle Restored
- Business Community Ownership Fund
- ★ Tenant Improvement Fund

Reviving Seattle with Creativity and Commerce



74 activations to date

- 50% retail pop-ups
- 5% collective markets & QR code shopping
- 45% art installations

Out of 84 participants

- 74% identify as BIPOC
- 70% female, 8% Trans/nonbinary, 12% male
- 18% identify as LGBTQIA+
- 8% identify as entrepreneurs with disabilities

8 long term leases signed or in negotiation

Example of Current Long Term Lease Activation



TASWIRA

Pop Up Shop | PIONEER SQUARE

Black Owned

Women Owned

"Seattle Restored gave us the opportunity to have a brick-and-mortar presence without the overhead costs typically associated with renting commercial property. This allowed us to reach new and different customers, to test out space configurations, and to dream about having a storefront of our own, which is something we hadn't previously thought possible. After participating in Seattle Restored we have a clearer vision for our business's future and growth goals."

Tenant Improvement Program

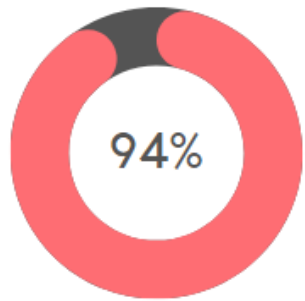


- Make **initial tenancy costs more affordable** for small businesses at risk of displacement.
- Program provides professional services, permitting support, and funding awards.

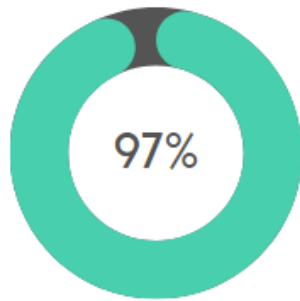
Tenant Improvement Fund (2023)

37 projects representing \$3.4M investment

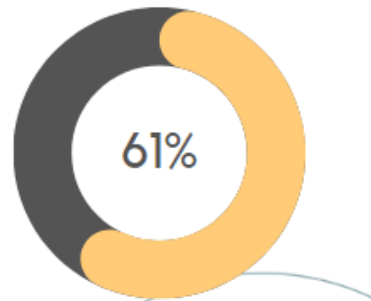
TI FUND RECIPIENTS



HIGH
DISPLACEMENT
AREA



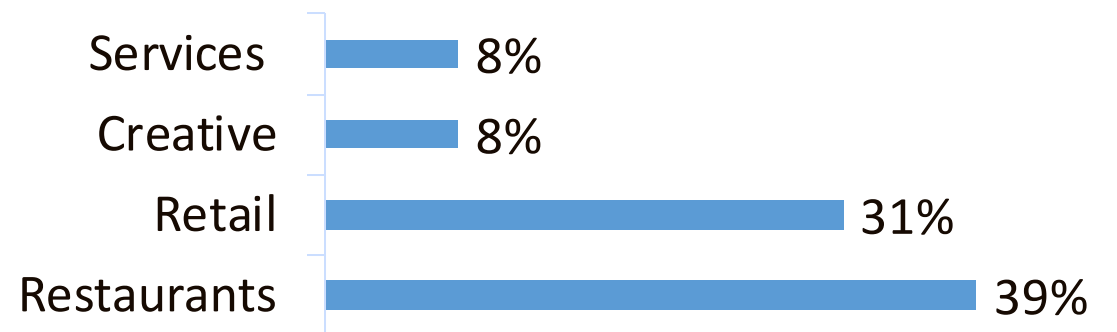
BIPOC
OWNED



WOMAN
OWNED

56% speak languages other than English; 11 languages represented

50% are Legacy Businesses (10+ years)



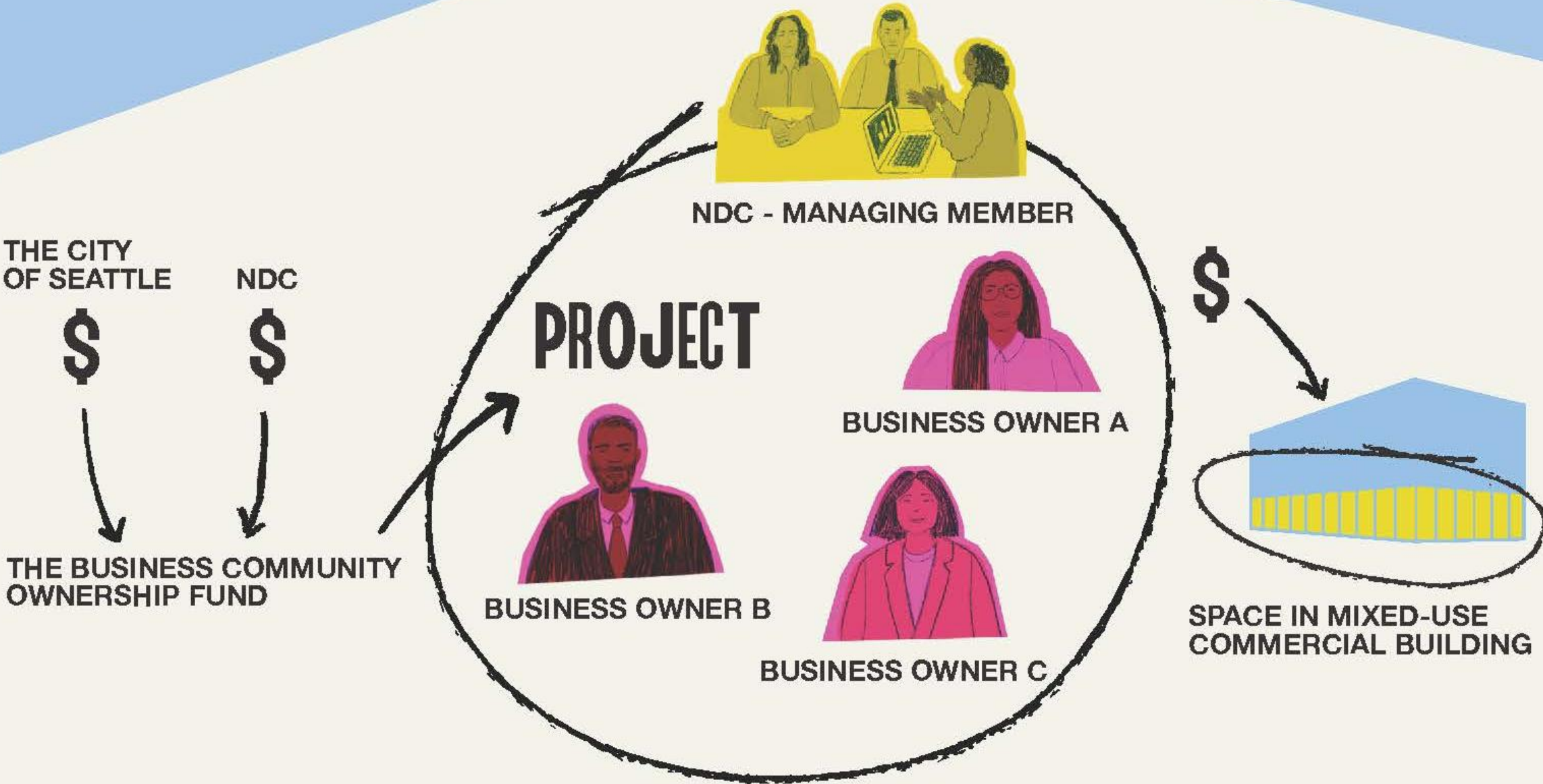
BUSINESS COMMUNITY OWNERSHIP FUND



BCO Fund – Explainer Video



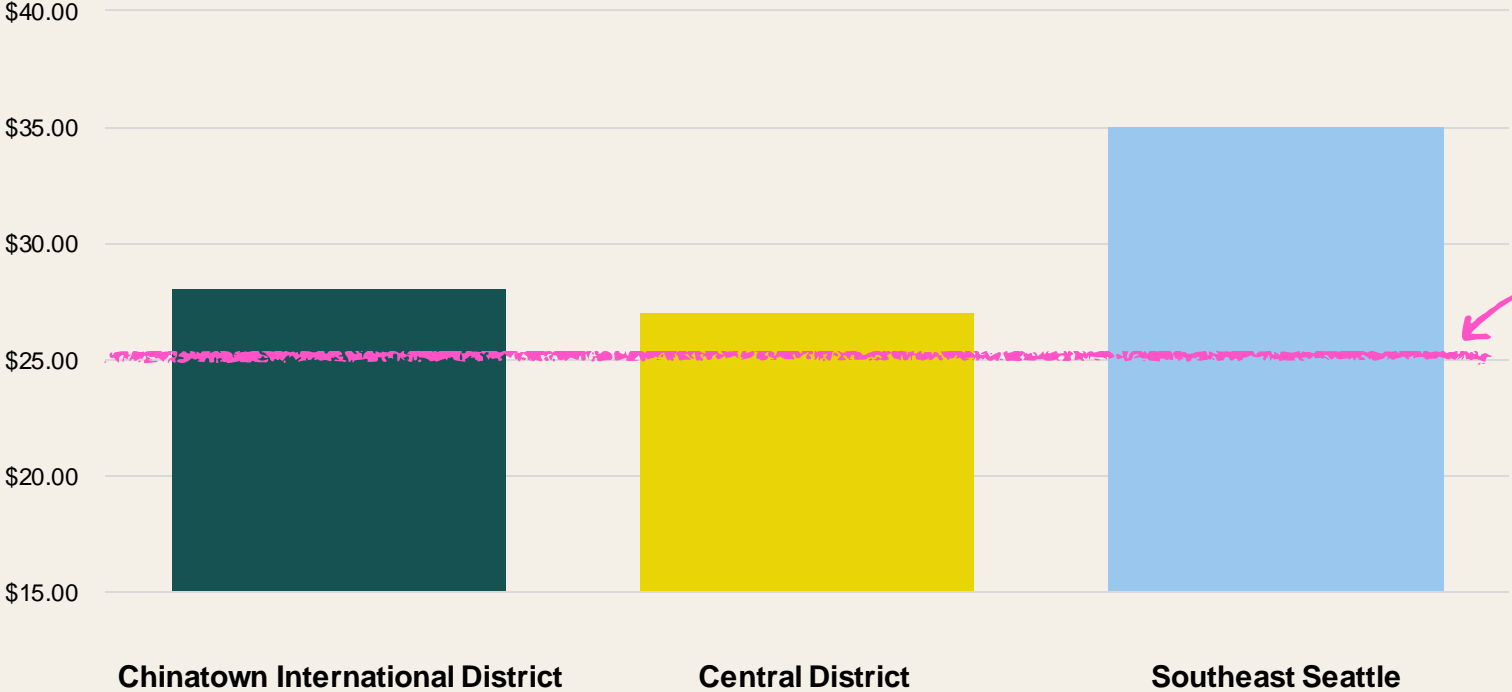
HOW IT WORKS



BENEFITS TO THE BUSINESS OWNER

Aggregate Office Rent, 2022 YTD

Sources CoStar 2022; Community Attributes Inc., 2022

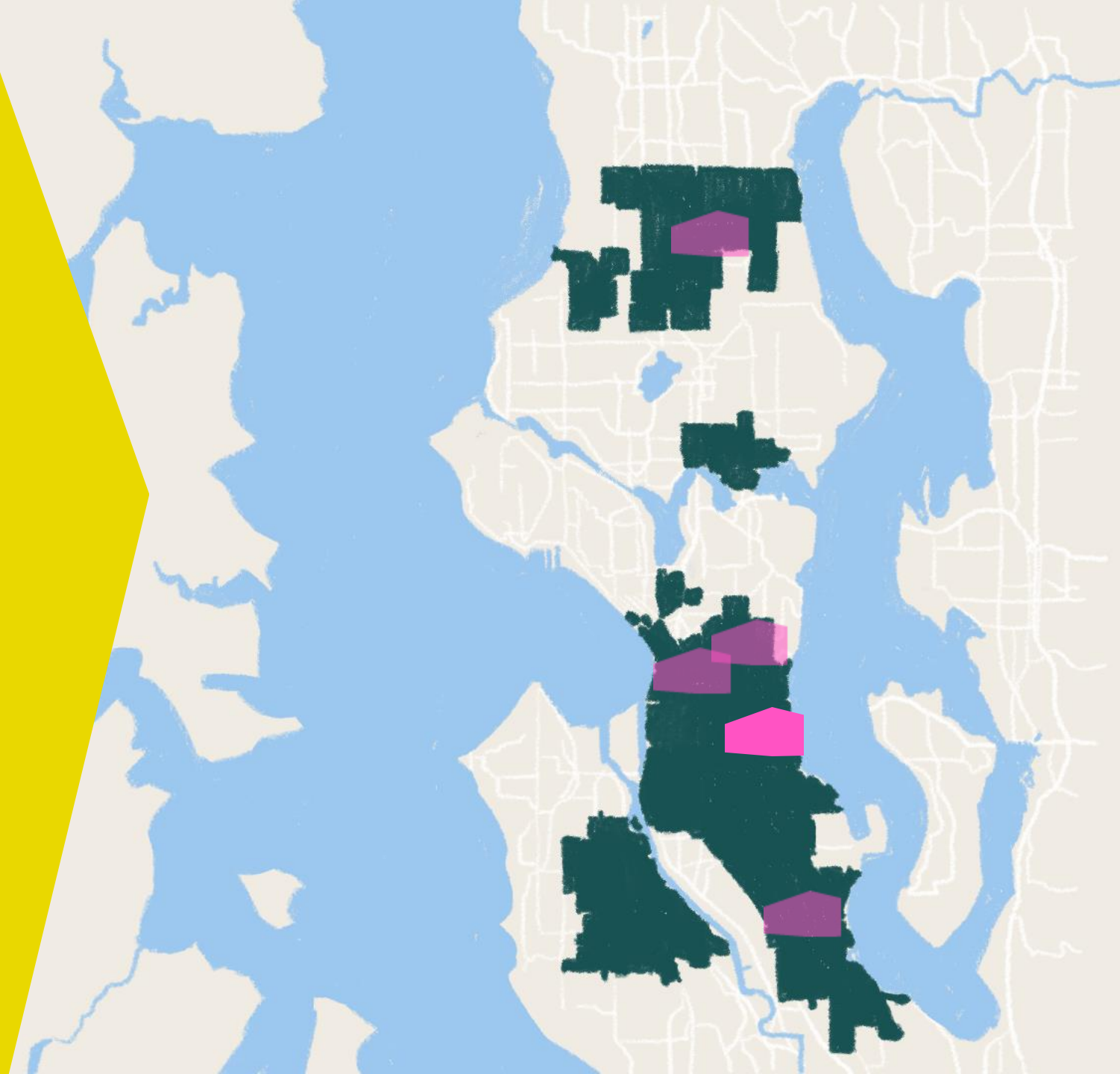


BCO Fund

FUTURE AND ACTIVE PROJECTS

Benefits to small businesses:

- ✓ Permanent physical space
- ✓ Stable, affordable rent
- ✓ Increased business income goes directly to owners
- ✓ Community of support with other business owners
- ✓ Access to tools and resources that promote future growth



Access to Affordable Capital

Foster equitable access to affordable capital for small business owners who have been historically marginalized and faced limitations in obtaining funding through traditional channels.

- ✓ **Capital/Loan Readiness Support** (Business support system and strengthening Financial Intermediaries' capacity)
- ✓ **Subsidized Financial Product** for businesses owned by BIPOC, immigrants, and other minorities. (Loan Paydown, subsidized revenue-based financing)
- ✓ Reduce additional **barriers to accessing capital** through partnerships with Financial Institutions and developing new investment models.

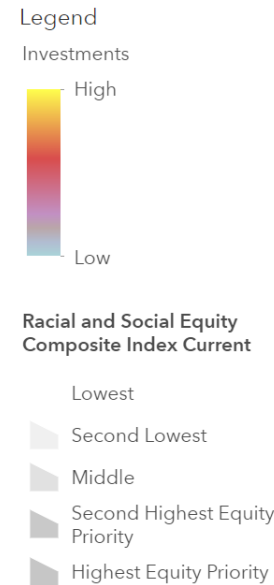


Capital Access Program

Lowered cost of WA Flex Fund loans by paying down 25% of the loan principal

295 Businesses received **\$6.97M** in CAP awards (July 2021-May 2023)

- Leveraged **\$27.8M** in loan funds
- **56%** BIPOC, **52%** women-owned
- User Design Research



Thank you!

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